

Message Text

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ACTION CU-04

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TO SECSTATE WASHDC 2845

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FOR CU/ARA

E.O.11652:N/A
TAGS: OEXC CI
SUBJ: FY-1975 U.S. PROFESSOR PROGRAM: EDUCATIONAL TV.

REF: STATE 045687: CIES MEMOS OF AUGUST 30 AND NOV. 4, 1974.

RE PARA 5 STATE 045687:

1. COMMISSION REGRETS LACK OF REPLY TO CIES MEMO OF SEPT. 10, 1974, REGARDING LINGWOOD AVAILABILITY AFTER APRIL 1975 AND HEREBY REITERATES ITS, EMBASSY'S AND COOPERATING UNIVERSITIES' INTEREST IN LINGWOOD AS SHORT-TERM CONSULTANT AS EARLY AS POSSIBLE BETWEEN NOW AND END OF NOV. 1975. HIS LETTER TO CAO INDICATES HIS PERCEPTIVENESS AND SENSITIVITY TO PROBLEMS OF DEVELOPING ETV AND ITV IN CHILE. LINGWOOD'S VISIT COULD GO FAR TOWARD PULLING COOPERATING UNIVERSITIES TOGETHER IN EFFORT TO FURTHER ETV/ITV EFFORTS HERE, WHICH STILL ON SHAKY, DO-IT-YOURSELF AND GO-IT-ALONE BASIS.

2. JOHNSON REPORT SHOWED EXCELLENT INSIGHTS INTO PROBLEMS OF GETTING ETV/ITV EFFORTS GOING IN CHILE. COMMISSION FULLY AWARE OF THESE DIFFICULTIES AND WISHES TO PROVIDE SUCH ADDITIONAL ASSISTANCE AS LINGWOOD VISIT TO DEMONSTRATE ITS CONTINUED SUPPORT OF AND INTEREST IN ETV/ITV HERE. ONE OF MAIN DIFFICULTIES SO FAR HAS BEEN INSTABILITY OF TOP LEADERSHIP AND BUDGETARY PROBLEMS AT UNIVERSITY TV STATIONS AND VICE-RECTORATES OF COMMUNICATION. FIRST
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CAUSES LACK OF CONTINUITY WHICH COMMISSION CAN ONLY

PARTIALLY PROVIDE. IN FACT, LINGWOOD AND JOHNSON MESSAGES CAME WHILE BOTH UCHILE AND CATHOLIC UNIVERSITY LEADERSHIP IN ETV WERE EITHER CHANGING OR RECENTLY CHANGED AND UNSURE OF SELVES, MAKING COORDINATION WITH THEM DIFFICULT. SECOND LIMITS ABILITY OF TV CHANNELS AND UNIVERSITIES TO BUILD UP PLANT AND PROGRAMMING CAPABILITIES. THEIR BUDGET PROBLEM IS STILL UNRESOLVED.

3. COMMISSION RECOGNIZES THAT ITS ROLE CAN AND SHOULD BE AT BEST SUPPORTIVE AND, TO SOME EXTENT AND WHERE POSSIBLE, CATALYTIC IN ETV/ITV FIELDS. FOR THIS REASON, COMMISSION AND EMBASSY BELIEVE LINGWOOD PRESENCE AS SHORT-TERM CONSULTANT IN NEAR FUTURE COULD BE GREAT HELP TOWARD CLEAR DEFINITION OF WHETHER AND HOW FAR COMMISSION CAN AND SHOULD CONTINUE SUPPORTING THIS PROJECT AND IS IN KEEPING WITH JOHNSON OBSERVATIONS ON TV'S POTENTIAL AS EDUCATIONAL MEDIUM AND ON COMMISSION'S ROLE IN PROFESSIONAL EDUCATION AND STAFF DEVELOPMENT.

4. LINGWOOD CAN MAKE IMPORTANT CONTRIBUTIONS IN (A) ASSESSING FOR COMMISSION PROGRESS OF ETV/ITV DEVELOPMENTS IN CHILE SINCE JOHNSON VISIT; (B) PROVIDING NEEDED EDUCATIONAL PREPARATION CITED BY JOHNSON; AND (C) HELPING CHILEAN UNIVERSITIES FOCUS ON SOLUTIONS TO BASIC PROBLEMS OF COORDINATION AND BEST USE OF RESOURCES.

5. COMMISSION AND POST WOULD THEREFORE APPRECIATE REACTIVATION OF LINGWOOD RECRUITMENT.

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